

'Dishi' Chef UX Questionnaire

Dishi is the best community for people who are passionate about FOOD. It is conducting a user experience study to investigate the cost of starting a food business in Kenya, particularly Nairobi.

***Required**

1. Gender *

Mark only one oval.

- ☐ Male
- ☐ Female

2. What type of chef are you? What stage of chef-hood are you? *

Tick all that apply.

- ☐ Formally Trained chef
- ☐ Self Taught chef
- ☐ Hobbyist - makes food just for fun
- ☐ Chef at the start-up stage
- ☐ Looking to expand Chef

Food Business

3. Have you ever considered starting a food business? *

Mark only one oval.

- ☐ Yes (Go to question 2)
- ☐ No (Skip to question 13)

4. If yes, what kind of food business would you start? *

Mark only one oval.

- ☐ Fast Food
- ☐ Local Foods
- ☐ Exotic Foods
- ☐ Baked Foods
- ☐ Other:

5. Apart from cost, what do you think you will need to start a successful food business?

Tick all that apply.

- ☐ Location to place business
- ☐ Clients
- ☐ An an attractive and delicious Menu
- ☐ Other:

6. What do you think will be the toughest thing to overcome?

.....

.....

.....

.....

.....

7. How much (KSH) do you think it would cost to start your business?

.....

8. How much would you charge for an average dish?

.....

9. What factors did you consider when setting this price?

.....

.....

.....

.....

.....

10. Do you have a client list (list of your customers)?

Mark only one oval.

- ☐ Yes
- ☐ No

11. If so, how did you build your client list

.....

.....

.....

.....

.....

12. If you were able to get orders ON-LINE where would you be able to deliver?*Tick all that apply.*

- ☐ Neighbourhood i.e your estate and close areas
- ☐ Your circles i.e your friends and family, regardless of where they are
- ☐ Your city

Incubation for Food Start-ups

Business incubation provides a nurturing, instructive and supportive environment for entrepreneurs during the critical stages of starting up a new business.

If you have a great food start-up, or business that needs support and nurturing, incubation is for you.

13. Would you want support to start a food business?*Mark only one oval.*

- ☐ Yes
- ☐ No

14. What kind of support would you be looking for at this incubation?

.....

.....

.....

.....

.....

Dishi is the best community for people who are passionate about food

Join our mailing list to be the first to get updates

15. Name? (important)

.....

16. Email address? (important)

.....

17. Telephone/mobile number? (optional, but we'd love to communicate on phone :D)

.....

Powered by

